

WEEK 1: SOCIAL MEDIA PLANNING TEMPLATE

MONDAY

Content Focus:
Weekend Recap

Brainstorming:
Use this day to highlight your product or service in motion or "on the go"

Types of Content:

- video clip
- repost a client or customer using your product or service on IG

TUESDAY

Content Focus:
Cross- Channel Promotion

Brainstorming:
Use this day to cross-promote a campaign or concept across different mediums

Types of Content:

- promote your email sign up list on social media
- highlight social media engagement in your email campaign

WEDNESDAY

Content Focus:
Highlight a Group

Brainstorming:
Use this day to focus on a special group of users in your base

Types of Content:

- highlight a special persona or user population (ex: if you sell eyeglasses, highlight round frames)

THURSDAY

Content Focus:
Highlight your mission and/or brand story

Brainstorming:
Use this day to tie a concept back to what makes your brand unique or spotlight a story that aligns with your brand

Types of Content:

- highlight your team giving back (video clip)
- highlight a customer that embodies your brand

FRIDAY

Content Focus:
Showcase what's new or best-selling

Brainstorming:
Use this day to highlight a new product or service

Types of Content:

- create a GIF of best sellers
- showcase an item that's new in stock